

CULTURE PROMOTION AND EVENTS OFFICE

Manager (Ref. 19040301-IE)

Duties

The appointee will be required to:

- (a) provide design solution for the marketing strategy for the Office;
- (b) design and prepare all marketing and programme related materials including digital and printed graphic, souvenir, logo, booklet and catalogue, etc.;
- (c) plan and implement marketing activities of the Jockey Club Auditorium and Chiang Chen Studio Theatre and other venues under the management of the Office, as well as programmes approved by the Culture Promotion Committee, including the design and production of marketing materials and digital marketing;
- (d) execute marketing projects from concept to production;
- (e) maintain brand consistency;
- (f) devise and implement effective strategy and plan for the sustainable development of the Office;
- (g) organise cultural programmes approved by the Culture Promotion Committee including planning and execution of all logistics and on-site operational matters;
- (h) prepare and monitor budgets of all related activities; and
- (i) perform any other duties as assigned by the Head of Office or her delegates.

The appointee will be required to work on irregular hours on Sundays/public holidays.

Qualifications

Applicants should:

- (a) have a recognised degree or an equivalent academic qualification in a related discipline;
- (b) have at least five years of solid and relevant experience at supervisory level in graphic design/culture promotion/customer service/marketing;
- (c) have extensive and very good connections with culture and arts related fields;
- (d) have strong creative mind and skills-set;

- (e) have marketing and aesthetic senses to generate design and marketing idea;
- (f) have multi-task skills to handle a wide variety of projects as assigned in tight schedule;
- (g) be highly self-motivated and service-oriented;
- (h) be independent and able to work under pressure;
- (i) have excellent communication and interpersonal skills;
- (j) be familiar with computer softwares such as Photoshop, Illustrator, InDesign and Dreamweaver, preferably with good knowledge of video editing, animation and 3D rendering; and
- (k) have an excellent command of both written and spoken English and Chinese, preferably with fluency in Putonghua.

Shortlisted candidates will be invited to sit for a written language proficiency test.

Remuneration and Conditions of Service

A highly competitive remuneration package will be offered. Initial appointment will be on a fixed-term gratuity-bearing contract. Re-engagement thereafter is subject to mutual agreement. Applicants should state their current and expected salary in the application.

Application

Please send a completed application form to **Human Resources Office, 13/F, Li Ka Shing Tower, The Hong Kong Polytechnic University, Hung Hom, Kowloon, Hong Kong** or via email to hrstaff@polyu.edu.hk. Application forms can be obtained via the above channels or downloaded from http://www.polyu.edu.hk/hro/job/en/guide_forms/forms.php. If a separate curriculum vitae is to be provided, please still complete the application form which will help speed up the recruitment process. **The closing date for application is Wednesday, 17 April 2019.** Applicants who are not invited to an interview within two months from the closing date should consider their applications unsuccessful. The University's Personal Information Collection Statement for recruitment can be found at http://www.polyu.edu.hk/hro/job/en/guide_forms/pics.php.